



Analyzing your Survey Results Quick Start Guide

This guide is part of the Survey Coach Quick Start Guide series.

For more guides, please visit www.zoomerang.com/qs or click the **Support/Help** link on any Zoomerang page.

Zoomerang provides many ways to analyze the results of your survey. In this document we will look at:

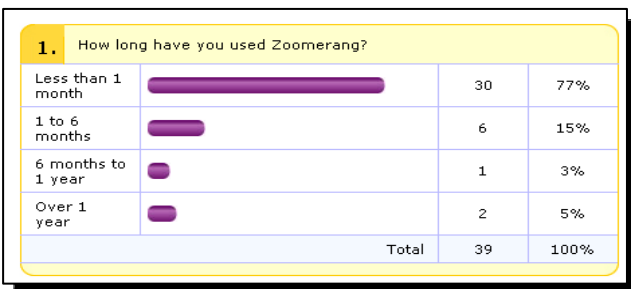
- Viewing your overall results
- Creating a filter to segment your data
- Creating a cross tab report to compare your data
- Viewing individual responses
- Using your results outside Zoomerang

Viewing Your Overall Results

To view your survey results, click on the name of your survey in the **Recent Survey Results** section. Then click on the **Analyze Results** tab.



Your overall results are now displayed. For closed-ended questions, you will see the results displayed in a bar graph format:



For open-ended questions (those allowing a free-form response), a **View Responses** link is shown. Click the link to review each individual response for that question.



Zoomerang Support Resources

Learn More Links

Click on any of the **Learn More** links next to some of the features within Zoomerang to bring up help articles directly related to that topic.

Demo Videos

We have several short demo videos that show you how to create, deploy, and analyze the results of your survey. Visit www.zoomerang.com/demos for a complete list.

Online Support Center

Click the **Support/Help** link on the top of any Zoomerang page to be taken to our Online Support Center. Once there you can:

- Search our extensive Knowledge Base
- Submit your question to our support team
- View your support question history

User Forums

Curious about how others are using Zoomerang? Visit our User Forums at forums.zoomerang.com to find out and ask any questions you might have about using Zoomerang.

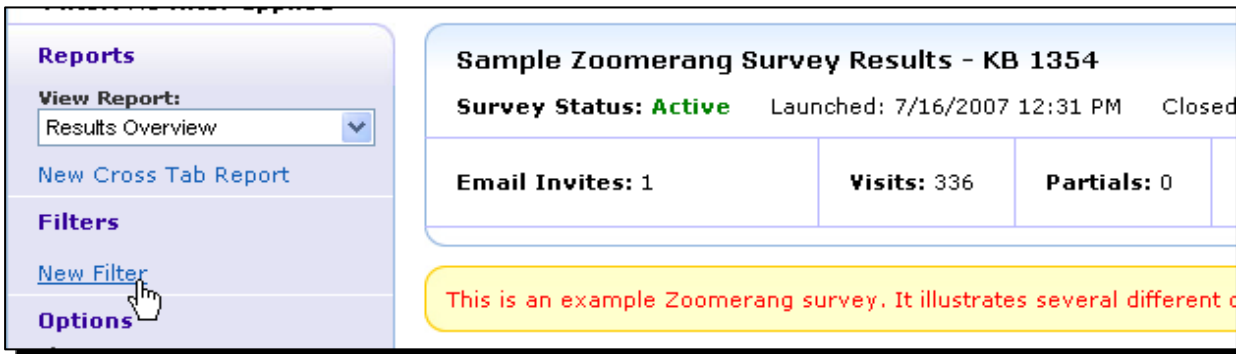
Telephone Support

Paid members have phone support available to them. Just click the **Support/Help** link at the top of any Zoomerang page once you are logged in for a list of support phone numbers.

Creating a Filter to Segment Your Results

If you are a paid Zoomerang member, you can create filters to help you learn more from your survey results.

Click the **New Filter** link to create a filter.

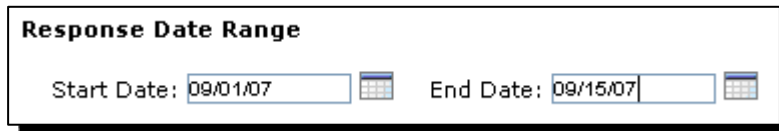


The screenshot shows the Zoomerang interface. On the left, there is a sidebar with a 'Filters' section containing a 'New Filter' link. The main area displays 'Sample Zoomerang Survey Results - KB 1354' with a 'Survey Status: Active' and launch details. A table shows 'Email Invites: 1', 'Visits: 336', and 'Partials: 0'. A yellow banner at the bottom states: 'This is an example Zoomerang survey. It illustrates several different o'.

On the filter screen, you can create several different types of filters:

Response Date Range

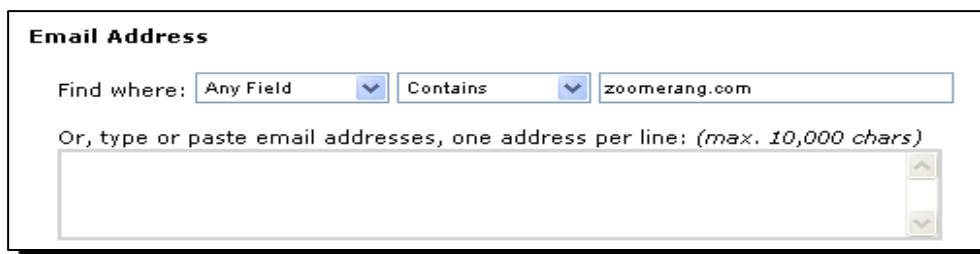
You can use the option to view only survey responses received during a particular time range. This is useful if you prepare a weekly or monthly report of recent survey results.



The 'Response Date Range' form has two date input fields. The first is labeled 'Start Date:' with the value '09/01/07' and a calendar icon. The second is labeled 'End Date:' with the value '09/15/07' and a calendar icon.

Email Address

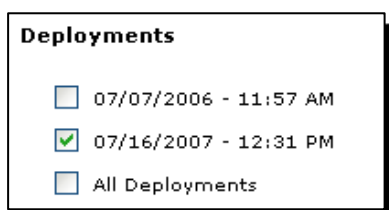
You can use this option to view only survey responses that were received from respondents with a certain email domain. For example, you might want view only responses received from employees of your company. Note that email information is only available for a survey response if you sent the survey invitations through Zoomerang.



The 'Email Address' form includes a 'Find where:' section with a dropdown menu set to 'Any Field', a search operator dropdown set to 'Contains', and a text input field containing 'zoomerang.com'. Below this is a text area with the instruction: 'Or, type or paste email addresses, one address per line: (max. 10,000 chars)'. The text area is currently empty.

Deployments

If you sent multiple series of email invitations through Zoomerang, you can filter by one or more particular deployments.



The 'Deployments' form shows a list of deployment time ranges with checkboxes. The first is '07/07/2006 - 11:57 AM' (unchecked), the second is '07/16/2007 - 12:31 PM' (checked), and the third is 'All Deployments' (unchecked).

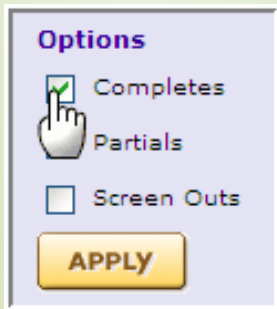
Analyzing Results Tips

Completes vs. Partial

A **complete** means that the survey taker reached the **Thank You** page in your survey (which would include completing any mandatory questions).

A **partial** means that the survey taker completed at least the first page of your survey but did not reach the **Thank You** page.

You can choose to include particular responses using the pull-down menu on the left-hand side of the screen:



Add multiple questions to a filter

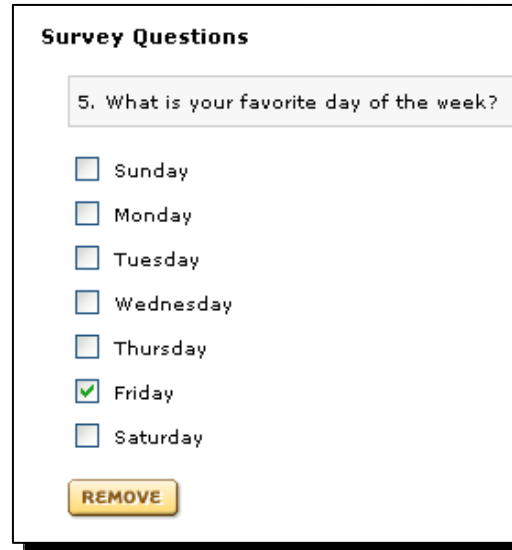
Filters are a powerful way to dig into your survey results. You can add multiple questions to a filter – for example, you might want to filter by gender, education level, and location to see how those factors affect the overall results of your survey.

Cross Tabs can be exported to Excel too

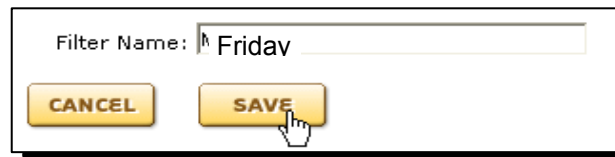
If you create a cross tab report and want to analyze it further outside of Zoomerang, click the **Excel Export** link while you are viewing the cross tab report to export the cross tab table to Excel.

Survey Questions

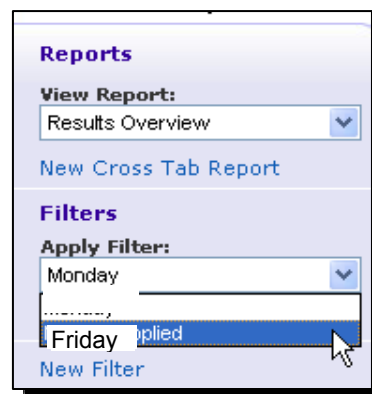
A survey question filter allows you to view only responses where the survey taker selected particular answers. For example, in the question below we asked the survey taker to select their favorite day of the week. We are creating a filter that will only show us responses where the survey taker selected Friday.



Once you are done creating a filter, type a name for it and then click the **Save** button.



The filtered results for your survey are then displayed. Note that even though you now only see the responses included in the filter, all of your responses are still available. You can change the filter view, or view all responses again using the menu on the left-hand side of the screen:



You can manage your filters by using the **Manage Saved Filters** link that appears on the left-hand navigation after a filter is created.

Creating a Cross Tab Report

If you have a paid Zoomerang account, you can create cross tab reports to see how the answer to one question affects the answer to other questions.

Click the **New Cross Tab Report** link to begin creating your report.

Next, select the questions that you want to compare. You can compare multiple questions against each other. In the example below, we want to compare how the answer to the question about age affects product awareness. Put a checkmark next to the question(s) that you want to appear in the rows and columns of the report.

Rows	Columns	Question
<input checked="" type="checkbox"/>	<input type="checkbox"/>	1. Please select your age range
<input type="checkbox"/>	<input checked="" type="checkbox"/>	2. Are you aware of the company Acme, Inc?

Once you select the questions that you want to include, click the **Apply** button to view your report. Your report will then be displayed. You can change the view back to the default using the pull-down on the left hand side of the screen.

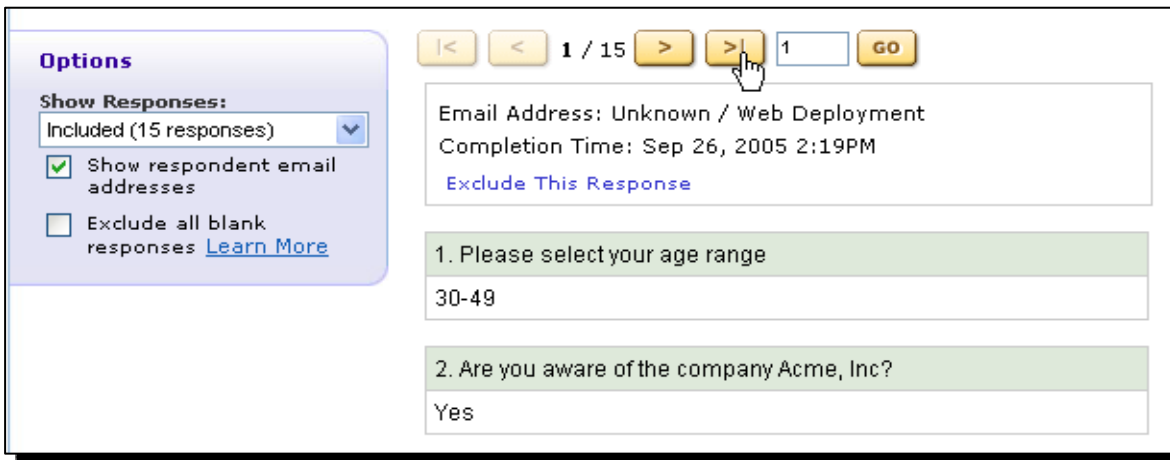
Please select your age range		Are you aware of the company Acme, Inc?	
	Total*	Yes	No
	14	8	6
Under 18	3 21.4%	3 37.5%	0 0.0%
18-29	2 14.3%	1 12.5%	1 16.7%
30-49	4 28.6%	3 37.5%	1 16.7%
50-59	0 0.0%	0 0.0%	0 0.0%
Over 60	5 35.7%	1 12.5%	4 66.7%

Viewing Individual Responses

If you want to view each individual response for your survey, click on the **Individual Responses** link.



You will now be able to view each response to your survey individually. To move between responses, click on the page arrow buttons above the responses.



Click the **Exclude This Response** link to exclude a particular response from your overall results.

If you sent your survey invitations through Zoomerang, you can choose to view your respondents' email addresses on this screen by clicking the **Show respondent email addresses** checkbox in the Options section on the left.

Using Your Survey Results outside Zoomerang

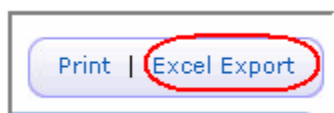
Zoomerang has several ways to use results outside Zoomerang:

Excel Export

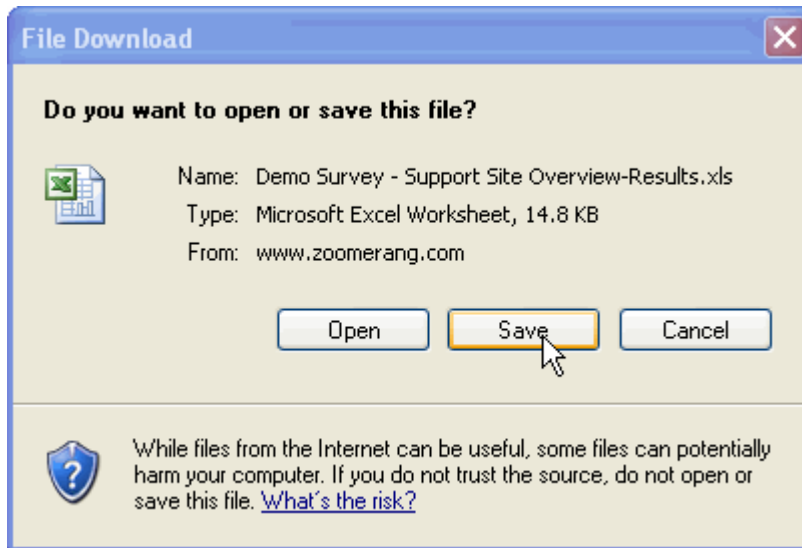
If you are a paid member, click the **Excel Export** link to create a file that can be opened in Microsoft Excel. The **Excel Export** feature will export the results set currently being viewed, including all applied filters, preferences, and formatting. It will not include any graphics on the page. Please note that open-ended questions (e.g., Comment, Date and Time, Name and Address questions) will not be shown in the exported report.

To export your results set to Microsoft Excel:

1. Click on the **Excel Export** link on the right-hand side of the screen from the **Analyze Results** tab.



2. Choose the **Save** or **Save to Disk** option.



3. Choose where you want to export the report on your computer and then click **OK** (some browsers may automatically save files in a default location).
4. Once the file has been saved, double-click the file to open it in Microsoft Excel.

If you would like to include the results in a Microsoft Word, Microsoft PowerPoint, Adobe Acrobat/PDF, or another document type, you can copy the data from the Excel spreadsheet and then paste it into the other document.

Raw Data Export

If you are a paid member, you can click on the **Raw Data Export** link to create a Comma Separated Value (CSV) file which can be imported into Excel, SPSS, or another program or emailed to you. The raw data export includes all survey data including open-ended responses. You can also choose to include email addresses of respondents if you sent the invitations through Zoomerang.

Results can either be downloaded online or emailed to you.

To download the raw data results of your survey:

1. Click on the **Raw Data Export** option from the **Analyze Results** tab.
2. Select the **Data Format** for the results (Standard or Numeric).
3. Select the **Target Application** - Excel or Other (If you choose "Excel", the data will be saved in a tab-delimited format. If you choose "Other", it will be saved in a comma-delimited format).
4. Select the **Method of Delivery** (Download or Email).
5. Choose the **Responses** you would like to include (Completes, Partials, or Screen Outs).
6. If you would like to see the **Respondent Email Addresses**, check the box next to Include respondent email addresses.
7. Click the **Export** button. The screen will be updated to indicate that your request is being processed as shown below.

You have 1 request(s) now being processed.

When the processing is complete, a link to download your data file will be provided. Processing time for exports may vary depending on your file size. Please check back in a few minutes.

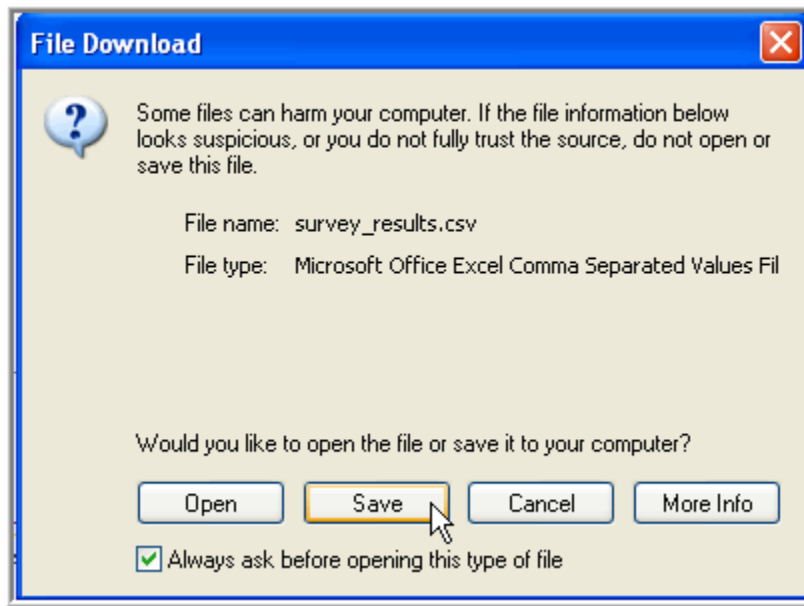
- When the file is ready to be downloaded, the page will refresh. Once the message displayed above goes away, scroll down to the **Completed Exports** section.

Completed Exports

Up to 10 exports will be saved. Exports older than 90 days from created date will automatically be deleted.

[Download](#) Export Created May 9 2007 12:01PM PST

- Click on the **Download** link next to the results set that you want to download.
- Choose the **Save (to disk)** option.



- Choose where you want to export the data to on your computer and then click **Save** (some browsers may automatically save files in a default location).
- Once the file has been saved, double-click the file to open it in Microsoft Excel.

If the file opens in NotePad or another text file format, follow the steps below to open the file in Excel format:

- Save** the document to the desktop.
- Right click on the file and select **Properties**.
- Click on **Change**.
- Select **Microsoft Excel**.
- Click **Apply**, and then **OK**.

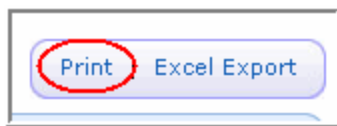
Note: There is a limit of 65536 rows in Excel spreadsheets. If that limit is reached in a particular download, additional Excel spreadsheets will be created as needed and you will be able to download a ZIP file with all of the generated spreadsheets.

A history of up to 10 exports (snapshots of survey data) will appear on this page and will be saved for 90 days. After 90 days, results in the export history will be automatically deleted. Each export in the history will include a time stamp. To download a file in the history, click the appropriate link.

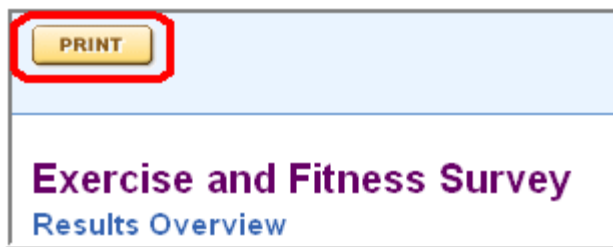
Print Results

If you are paid member, you can print your survey results by clicking on the **Print** link.

1. Click on the **Print** link that is located at the top right hand side of the window from the **Analyze Results** tab.



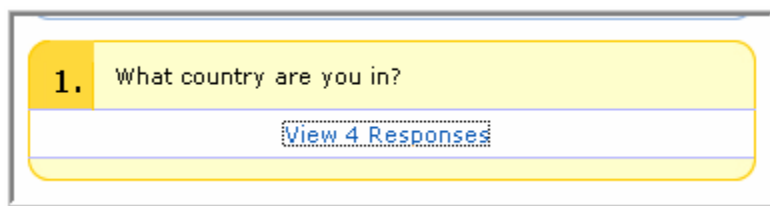
2. A printer-friendly version of the results will be displayed. Click the **Print** button to display the printer dialog.



3. Adjust your printer settings as needed and then click the **Print** button to send the report to your printer.

Note: Only results from closed-ended questions will be included in the printout. Open-ended questions that have free-form text will not be included.

4. To print the responses to open-ended questions, navigate to the **Analyze Results** tab and then click the **View Responses** link under the question with open-ended answers.



The open-ended answers will now be displayed.

To display all individual responses on the same page so they print within a single document, you can adjust the number of responses that appear on each page from the Display pull-down.

5. Click the **Print** button at the top of the page.

Results Overview: Open Ended Responses
Filter: No filter applied (4 Response(s) Returned)

[<< Return to Results Overview](#)



Display Per Page

Displaying 1-4 of 4 Responses Select Page: [First](#) | [Previous](#) | [Next](#) | [Last](#)

1. What country are you in?

#	Response
1	United States
2	Canada
3	Mexico
4	United Kingdom

Display Per Page

Displaying 1-4 of 4 Responses Select Page: [First](#) | [Previous](#) | [Next](#) | [Last](#)

Note: It is currently not possible to print all open-ended responses from a survey together. You will need to view the responses for each open-ended question and then choose the **Print** option as detailed above.